

# Program Planning Template

## 2014 – 2017 Programs

### GY 4 – 6; EY 7 - 9

Program Applicable for: Ameren \_\_\_\_\_ ComEd \_\_\_\_\_ DCEO   x    
Nicor \_\_\_\_\_ People's Gas/North Shore Gas \_\_\_\_\_

Program Name	Public Sector Standard Program (2014 thorough 2017)
Objective	Encourage public sector customers to purchase high efficiency electric and gas equipment through a menu of incentives for the installation of energy efficiency measures.
Target Market	Units of Local Government, Municipal Corporations, K-12 Schools, Community Colleges, State and Federal Facilities, and State Universities. All targeted customers taking electrical delivery service from ComEd or Ameren and natural delivery service from Peoples, North Shore, Nicor, or Ameren are eligible for this program regardless of their choice of supplier.
Program Duration	06/01/2014 through 05/31/2017 (three-year EEPS plan period)
Program Description	<p>Simple menus of incentives will be offered for the purchase and installation of energy efficient equipment and measures to reduce electricity and gas consumption at public facilities. This program is one of the core DCEO programs in terms of anticipated kWh and therm reductions in the public sector and has a significant budget as appropriate to that role. A streamlined incentive application and quality control process along with targeted marketing approaches will be employed to facilitate ease of participation and produce maximum program results.</p> <p>Specifically, funds will be made available on a first come, first served basis beginning on a date to be determined specific to program guidelines. Payments of less than \$150,000 for individual measures or bundles of measures will be made as rebates. At the discretion of DCEO, customers implementing measures eligible for payments of more than \$150,000 shall receive payment either as multiple rebates for separate packages of measures, or as one bundled grant. DCEO reserves the right to establish maximum payments per customer and to establish other procedures to manage the flow of funds in an orderly fashion (to help manage applicant expectations) throughout the program year.</p>
Eligible Customers	Public sector buildings in Ameren Illinois, or ComEd electric service territories; Ameren Illinois, Nicor, North Shore or Peoples gas service territories.
Eligible Measures	<p>Eligible measures will include energy efficient equipment which has a broad application throughout the public sector. These include equipment in the areas of: lighting, electric heat pumps, motors/compressors/pumps, commercial gas and electric cooking equipment, gas and electric furnaces, gas boilers, gas and electric water heaters, controls, insulation, set back thermostats, and more.</p> <p>The total list of measures can be made available upon request. DCEO reserves the right to revise the list of eligible measures as needed in accordance with current market development, technology development, EM&amp;V results, and program implementation experience.</p>

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<b>Implementation Strategy</b>	<p>The program will be administered by DCEO with contractor assistance as necessary. Efficiency measure implementation and installation will be the responsibility of the customer. Key elements of the Standard Program implementation strategy include:</p> <ul style="list-style-type: none"> <li>• <b>Public sector participant recruitment:</b> Participants will be recruited through targeted marketing and outreach activities, through participation in targeted conferences and events, through energy service companies, through organizations that represent public sector facilities, and through energy vendor allies.</li> <li>• <b>Trade ally recruitment and training:</b> DCEO will coordinate closely with its partner Energy Resources Center (ERC) and the electric and gas companies in the training and use of trade allies. These trade allies have been very helpful in the implementation of this program in the past, and it is intended to provide them with constant information and updates on the DCEO programs and available incentives.</li> <li>• <b>Technical assistance:</b> Technical assistance will be provided as needed with the assistance of the Smart Energy Design Assistance Center, the Energy Resources Center (both part of the State University System), and through the DCEO Performance Contracting and LEAP programs. It is expected that other energy service contractors and equipment vendors will provide assistance as well.</li> <li>• <b>QA/QC review:</b> Incentive applications will be subject to a quality assurance /quality control review to ensure all required forms and documentation have been submitted and that the calculation of incentive totals are correct.</li> <li>• <b>Project Verification:</b> DCEO reserves the right to site-verify installations prior to or after approval and incentive payments.</li> </ul>
<b>Marketing Strategy</b>	<p>Previous program experience suggests the need for very targeted and creative marketing to the various sectors within the public sector market. The Standard program marketing approach is two-fold:</p> <ul style="list-style-type: none"> <li>• Raising awareness to public sector customers. The program is marketed through local government associations, school and higher education associations, and building industry professional associations. DCEO will continue partnerships with statewide organizations such as the Illinois Association of Regional Councils (ILARC), the Illinois Municipal League, the Illinois Association of School Boards (IASB), the Illinois Association of Park Districts (IAPD) and the Metropolitan Mayor's Caucus.</li> <li>• Raising awareness to energy contractors, builders and industry professionals. The program is marketed through the Trade Ally program, which provides information and continuous education and updates on the program, incentive levels and industry best practices.</li> </ul> <p>DCEO has developed the "Illinois Energy Now" brand for its EEPS programs, which helps create brand value and provides visibility and awareness to the programs. DCEO will continue to market through its regional staff offices, state of Illinois press office and elected officials to do program announcements in their territories. Furthermore, DCEO will make announcements on its energy efficiency website, participate in trade shows, host webinars and workshops, and coordinate efforts with the electric and gas utilities to maximize program awareness.</p> <p>In addition, the program will target outdoor lighting as a specific target area to municipalities, schools, state and federal buildings, and municipal corporations. Specifically, street lighting is an area where advanced lighting technologies are expected to provide substantial energy savings. Finally, as a subset of this program, DCEO will engage the municipalities themselves to market, sell, and develop unique programs (such as aggregation of customers) that can increase the participation of Municipalities.</p>

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Incentive Levels	<p>Incentive levels vary by measure, but the average incentive is set at about 60% of the energy efficiency measure incremental cost. This is the result of multiple efforts during the previous program years to optimize the realized savings achievable with the available budgets.</p> <p>DCEO reserves the right to modify the incentive levels as needed in accordance with current market developments, technology developments, EM&amp;V results, and program implementation experience.</p>																																																																																																				
Milestones	<ul style="list-style-type: none"><li>• <b>February 2014:</b> Commission approval</li><li>• <b>March-May:</b> Final program design and protocol development</li><li>• <b>June 2014:</b> Public Sector Standard Program launch (for 2014 through 2017)</li></ul>																																																																																																				
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<b>Estimated Budget (cont.)</b>	<b>Gas Budget Information Total Program</b>				
	<b>Budget Category</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
	Portfolio Admin	\$307,403	\$276,756	\$238,736	\$822,895
	Incentives	\$2,766,626	\$2,490,808	\$2,148,621	\$7,406,056
	<b>Total</b>	<b>\$3,074,029</b>	<b>\$2,767,565</b>	<b>\$2,387,357</b>	<b>\$8,228,951</b>
	<b>Ameren (11.5%)</b>				
	<b>Budget Category</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
	Portfolio Admin	\$39,706	\$31,532	\$23,091	\$94,329
	Incentives	\$357,356	\$283,787	\$207,822	\$848,965
	<b>Total</b>	<b>\$397,063</b>	<b>\$315,319</b>	<b>\$230,913</b>	<b>\$943,295</b>
	<b>NICOR (56.0%)</b>				
	<b>Budget Category</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
	Portfolio Admin	\$169,265	\$155,056	\$136,353	\$460,674
	Incentives	\$1,523,388	\$1,395,506	\$1,227,173	\$4,146,066
	<b>Total</b>	<b>\$1,692,653</b>	<b>\$1,550,562</b>	<b>\$1,363,525</b>	<b>\$4,606,740</b>
	<b>People's Gas (26.4%)</b>				
	<b>Budget Category</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
	Portfolio Admin	\$79,712	\$73,021	\$64,212	\$216,945
	Incentives	\$717,409	\$657,185	\$577,912	\$1,952,506
	<b>Total</b>	<b>\$797,121</b>	<b>\$730,206</b>	<b>\$642,125</b>	<b>\$2,169,451</b>
	<b>North Shore (6.2%)</b>				
	<b>Budget Category</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
	Portfolio Admin	\$18,719	\$17,148	\$15,079	\$50,946
	Incentives	\$168,473	\$154,331	\$135,714	\$458,518
	<b>Total</b>	<b>\$187,193</b>	<b>\$171,478</b>	<b>\$150,794</b>	<b>\$509,465</b>

Program Name	Public Sector Standard Program (2014 thorough 2017)								
Savings Targets									
		Year 1		Year 2		Year 3		Total	
		MWh	MW	MWh	MW	MWh	MW	MWh	MW
	Ameren (27.8%)	13,257	1.13	12,355	0.99	11,554	0.99	37,166	3.11
	ComEd (72.2%)	36,161	4.79	33,066	4.53	30,534	4.30	99,762	13.62
	Total Gross Electric Savings	49,418	5.92	45,422	5.52	42,088	5.29	136,929	16.73
	Total Net Electric Savings (80% NTG)	39,535	4.74	36,337	4.42	33,670	4.23	109,543	13.39
		Year 1		Year 2		Year 3		Total	
		Therms		Therms		Therms		Therms	
Ameren (15.9%)	68,245		59,085		53,520		180,850		
Nicor (53.2%)	215,005		200,626		181,654		597,285		
Peoples (25.0%)	101,252		94,481		85,546		281,279		
North Shore (5.9%)	23,778		22,187		20,089		66,054		
Total Gross Gas	408,279		376,379		340,810		1,125,469		
Total Net Gas Savings (80% NTG)	326,624		301,104		272,648		900,375		
Other Program Metrics									
		Statewide							
	TRC	1.33							
	TRC w/NEBs	1.46							